



DUTY STATEMENT	
Classification: Information Officer II	Position Number: 101-5595-004
Division/Office/Section: EXEC/Office of Public Affairs	
Location: Sacramento	Effective Date:
Employee's Name:	Supervision Exercised: <input checked="checked" type="checkbox"/> Yes <input type="checkbox"/> No
Supervisor's Name: Maria West	
Collective Bargaining Identifier (CBID): S01	

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively verbally and in writing with the public and other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools and equipment; complete assignments in a timely and efficient manner; and, adhere to department policies and procedures regarding attendance, leave, and conduct.

POSITION DESCRIPTION:

Under the administrative direction of the Communications Director for Public Affairs, the Information Officer II over Creative Services Section is responsible for developing, organizing, directing, and evaluating a comprehensive program to inform the public of CalRecycle's goals and activities, including the supervision and management of OPA message development, education and outreach campaigns, website content development, and video and graphic design efforts. Specifically, the position:

ESSENTIAL FUNCTIONS

30% Directs Message and Resource Development

- Researches options and makes recommendations for the development and implementation of strategies to meet the organization's goal of protecting public health and the environment, promoting its waste reduction and recycling programs, and communicating the value of its work to the public; meets with executives and branch chiefs, advising them on any public relations implication of proposed actions.
- Directs and supervises the production—including writing, editing, design, printing, ADA compliance, and distribution of—audio and visual-aid materials for communications purposes, including but not limited to publications; website content; public meetings and workshops; presentations; and meetings with other departments, stakeholders, the State Legislature, and the Governor's office. Directs and supervises staff responsible graphic design and visual communications related to these and other department mediums and platforms.
- Develops communication strategies and plans for CalRecycle divisions and staff, including but not limited to communications plans for HR and IT policies and procedures, new program initiatives, and implementation of new laws.
- Manages scoping of projects, monitors project schedules, and ensures appropriate review and approvals. Ensures that product development, reproduction methods, and distribution plans meet customer and staff needs within budget constraints. Coordinates communication

and collaboration between division and OPA staff to ensure projects are clearly communicated and final products result in customer satisfaction.

- Composes written products in support of OPA efforts to raise public awareness of CalRecycle's mission, activities, and accomplishments. Translates highly technical material into plain English for a non-technical audience to create talking points, fact sheets, web and social media content, brochure and graphic display text, reports, articles, and position papers. Drafts, reviews, and edits written content, including news releases, letters to the editor, social media content, and brochure copy. Reviews and edits content for the CalRecycle internal newsletter.

30% Directs Public Education and Outreach Campaigns

- Establishes the objectives of the agency's education and outreach programs, then develops and actuates procedures to accomplish these objectives; analyzes the extent of public understanding of CalRecycle's waste diversion goals and associated behavior changes, then develops strategy for research and messaging of proactive public outreach efforts, priorities, and calendar.
- Develops and manages public outreach campaigns to further the department's goals, including campaigns developed internally by CalRecycle staff and with the assistance of external companies under contract.
- Directs and supervises the production—including strategy, branding, writing, editing, design, ADA compliance, and distribution—of all marketing materials for public education campaigns, including campaign advertisements, print and digital materials, brochures, graphic displays, public service announcements, social media content, press releases, PowerPoint presentations, and marketing toolkits.
- Ensures that public outreach campaigns meet CalRecycle's goals to:
 - Educate Californians about the benefits and methods of waste reduction and recycling that result in measurable behavior change and increases in recycling
 - Support local jurisdictions with strategies and resources to implement local campaigns
- Assists with scoping of projects, monitors project schedules, and ensures appropriate review and approvals.
- Ensures that reproduction methods and distribution plans meet customer and staff needs within budget constraints.

30% Manages Website Content Development

- Oversees content strategy for CalRecycle's public facing website in collaboration with CalRecycle's Web and Software Development teams and Division staff. Advises Executive Management on strategies and initiatives, including streamlining department processes using technology.
- Develops and executes a strategic plan to generate features and web content that effectively reach core audiences. Researches and develops new and improved methods of outreach to the general public, job applicants, news media, and other stakeholders. Keeps current on website trends and developments.
- Facilitates communication between technical and non-technical staff to ensure complex needs of each group are represented and understood accurately. Leads Division staff on content planning from conceptual through implementation phases, including webpage design, site map architecture, messaging development, image and video selection, and copyediting.
- Directs content management and manages guidelines for program content managers. Ensures consistent look and feel by promoting uniform formatting, branding, icons,

images, and layout. Evaluates content effectiveness and recommends appropriate changes. Creates templates to assist content authors.

- Develops and documents special projects, participates in project teams, assembles teams, and leads special communications projects that involve mission-critical services such as re-designing the website, developing new website sections for new recycling laws and initiatives, or redesigning the department's intranet.
- Serves on CalRecycle's Accessibility Working Group to provide expertise, promote understanding, and ensure the adoption of accessibility standards and procedures in order to bring the department in compliance with AB 434 and other state and federal ADA laws. Collaborates with the webmaster staff to stay current on accessibility issues that might affect the department's online presence. Reports to executive staff about the department's electronic accessibility status.

MARGINAL FUNCTIONS

10% Administrative Support

- Assists the Communications Director in hiring, training, and development of staff; evaluating staff performance; and taking or recommending appropriate personnel management actions.
- Reviews and evaluates existing policies and procedures and recommends and implements process improvement efforts and new policies or procedures relating to the Office of Public Affairs.
- Responsible for budget allocations and expenditures relating to the Office of Public Affairs.
- Travels within California as needed in support of outreach activities.

I have read and understood the duties and essential functions of the position and can perform these duties with or without reasonable accommodation:	Date:
Employee Signature:	
I certify that the above accurately represent the duties of the position:	Date:
Supervisor Signature:	
<i>PERSONNEL USE ONLY: This personnel transaction has been reviewed and approved by:</i>	
C&P Analyst:	Date Approved:

SPECIAL REQUIREMENTS OF POSITION (IF ANY):

- ☐ Designated under Conflict of Interest Code.
- ☐ Duties performed may require annual physical.
- ☐ Duties require participation in the DMV Pull Notice Program (drives on state business 6 or more time per month).
- ☐ Requires the utilization of a self-contained breathing apparatus.*
- ☐ Operates heavy motorized vehicles.*
- ☐ Requires repetitive movement of heavy objects.*
- ☐ Performs other duties requiring high physical demand.* (Explain below)

*May require a pre-employment medical examination.

ESSENTIAL FUNCTIONS OF POSITION

- ☐ **VISION** – You must have sufficient vision to perform the following duties: identify resource requirements and prepare supporting materials; monitor all division contracts; develop training programs and examination planning; review legislation, prepare and initiate personnel transactions.
- ☐ **HEARING** – Your hearing must be sufficiently acute to perform following duties: perform phone consultations; take oral instructions from division management and personnel in other divisions
- ☐ **SPEECH** – You must have sufficient ability to speak to perform following duties: report budget, personnel, legislation, training, and administrative issues to management; speak on the phone; interact with division staff
- ☐ **CARDIAC/CIRCULATORY SYSTEM** – Your cardiac/circulatory system must be in sufficient condition to perform the following duties:
- ☐ **RESPIRATORY SYSTEM** - Your respiratory system must be in sufficient condition to perform these duties:
- ☐ **ORTHOPEDIC** – You must have the ability to use the following selected body parts – a. neck, b. shoulder, c. arm, d. elbow, e. wrist, f. hand, g. finger, h. spine, i. back, j. hip, k. leg, l. knee, m. ankle, n. foot, o. toe, to perform the following duties: use computer (a, b, c, d, e, f, g); attend meetings (h, i, j, k, l, m, n); and, use of appropriate body parts to perform other duties of this position
- ☐ **MANUAL DEXTERITY** – You must be able to perform the following duties involving manual dexterity: use the computer; telephone, calculator; FAX machine; drive vehicle to meetings, conferences workshops, etc.
- ☐ **BENDING, STOOPING, KNEELING** – You must be able to bend at the knee or waist, stoop, and kneel to perform the following duties:
- ☐ **SITTING OR STANDING** – You must be able to sit or stand for extended periods of time to perform the following duties: attend meetings, tour facilities, sit at desk for extended periods of time to perform division administrative duties that are mandatory for this position
- ☐ **LIFTING** – You must be able to lift up to pounds to perform the following duties:
- ☐ **CONCENTRATION** – You must be able to continuously concentrate to perform the following duties: develop division budget and work plans; research civil service classifications; analyze organizational structure; maintain and develop division administrative policies; develop priorities for use of division's line item expenditures; prioritize and monitor division contracts; develop and coordinate division training programs; review legislation
- ☐ **EQUILIBRIUM/BALANCE** – You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
- ☐ **LOSS OF AWARENESS OR CONSCIOUSNESS** - You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:

- ☐ **CONTAGIOUS OR COMMUNICABLE DISEASE** - You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
 - ☐ **DRIVING OR OPERATING DANGEROUS EQUIPMENT** – You must be able to drive or operate dangerous equipment to perform the following duties:
 - ☐ **Do you have any other physical or mental condition or limitation not listed above that prevent you from performing the essential functions of this position as described in this job description?**
-

EMPLOYEE CERTIFICATION

- ☐ Yes. I am able to perform all of the above listed essential functions of the position, and have no physical or mental condition or limitation that prevent or otherwise impair me from doing so.
- ☐ Yes, I am able to perform all of the above-listed essential functions of the position, but will require reasonable accommodation in order to do so.
- ☐ No, I am unable to perform one or more of the above-listed essential functions of the position, even with reasonable accommodation.
- ☐ I am not sure if I am able to perform on or more of the above-listed essential functions of the job.

Signature

Date